

# Interactive Electronic Commerce and Message Interchange System

## Abstract of the Disclosure

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Methods, apparatuses and systems enabling an interactive electronic commerce system enabling the targeted exchange of messages with interested users presented with message codes in conventional media, such as television, radio, and printed publications. The present invention allows for the targeted dissemination of information, such as advertising, promotions, sales  
10 announcements, coupons, and the like. The present invention, in one embodiment, provides an end-to-end ecommerce solution that transforms the cell phone/PDA (Personal Digital Assistant) into a Universal Digital Assistant which can receive data including advertising, promotions, sales announcement information based on message identifiers encoded into advertising and content from and including the analog and digital TV, TV set-top box, Internet, wireless, radio,  
15 satellite and print media. In one embodiment, the present invention enables an interactive electronic coupon system that facilitates the collection and redemption of electronic coupons.